

IN THE CLAIMS

Please amend claims 171, 196, 229, 252-254, 261-268, 270-271, and 273 as follows:

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--171. (CURRENTLY AMENDED) A system as defined in claim 168  
5 wherein said at least one machine recognizable feature has  
associated therewith a data link which is recognized by  
said feature recognition unit.

196. (CURRENTLY AMENDED) A system as defined in claim 181  
10 wherein said "information superhighway" data link comprises  
a radio frequency ("RF") cellular network.

C' 229. (CURRENTLY AMENDED) A system as defined in claim 228  
wherein said service includes displaying promotional  
15 programming material on said display unit ~~of a user~~.

252. (CURRENTLY AMENDED) A system as defined in claim 168  
wherein said feature recognition unit is selected from a  
group consisting of a hand-held unit, a scanner, a bar code  
20 scanner, an optical code reader, an optical reader, a  
personal camera, a personal computer reader, a digital  
camera, a digital mouse and an optical mouse.

253. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit is linked to a personal computer.

5 254. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit is linked to a wireless interface.

261. (CURRENTLY AMENDED) A system as defined in claim 252  
10 wherein said feature recognition unit is linked to a personal digital assistant.

C 262. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit is linked to an  
15 Internet appliance.

263. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit is linked to a television set.

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264. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit comprises a portion of a cellular telephone.

265. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit comprises a portion of a personal digital assistant.

5 266. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit comprises a portion of a remote control unit.

10 267. (CURRENTLY AMENDED) A system as defined in claim 252 wherein said feature recognition unit comprises a portion of a handwriting implement.

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268. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

~~im~~printing a machine recognizable feature within a printed service directory;

5 scanning said machine recognizable feature of said printed service directory; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said programming material is related to said printed service directory.

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270. (CURRENTLY AMENDED) The method of claim 268 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~, magnetic strip, code, analog pattern, and hieroglyphic character.

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271. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed service directory, comprising the steps of:

imprinting a machine recognizable feature within said printed service directory, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said printed service directory and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed service directory.

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273. (CURRENTLY AMENDED) The method of claim 271 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
5 symbol, ~~icon~~, invisible indicia, two-dimensional figure,  
C1 icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
Cont. binary code, ~~digital watermark~~, magnetic strip, code,  
analog pattern, and hieroglyphic character.--